

AIR MAIL

Orders accepted August 1993

NFES #2248

United States Department of Agriculture
Forest Service

Cooperative Forest Fire Prevention Campaign

**Smokey Bear's
50th Anniversary
Catalog, 1994**

This catalog contains materials available to assist you in spreading your wildfire prevention message. These materials are provided free to the public through forestry and fire related organizations and cannot be re-sold.

The CFFP (Cooperative Forest Fire Prevention) Program is a joint effort of the U.S. Department of Agriculture Forest Service; The National Association of State Foresters (NASF); and The Advertising Council.



We are pleased to present the 1994 Cooperative Forest Fire Prevention Campaign Catalog, which has been designed to reflect a very special occasion — the 50th Anniversary of Smokey Bear.

Inside you'll find a new collection of commemorative items featuring Smokey Bear's prevention message. We encourage you to use this catalog and incorporate these items into your wildfire prevention and education activities.

In a departure from years past, Smokey Bear's 50th Anniversary catalog sports a new look. Commemorative items are presented in natural surroundings, and many of the items featured this year are based in part on user's feedback and input. But they serve only as the beginning of what we hope will be creative and educational venues to better reach the American public — from young schoolchildren to community leaders.

During this special anniversary, we ask for your continued support to help educate the public on the importance of preventing unwanted forest fires. We also thank each of you for helping to keep Smokey's message alive and meaningful for people of all ages. "Remember... Smokey Has For 50 Years."

Best wishes to all of you for an exciting and productive anniversary year!

NFES 94011

Biodegradable Litter Bag

Encourage community group leaders to distribute these child-safe, biodegradable 14"x15" plastic bags featuring the 50th Anniversary poster design. They can plan environmental "pick-up" outings, teach kids about responsible cleanup after camping, or even send kids home with other 50th Anniversary items in the bag. (500 per pack)

94011

94007
94008



We should all be concerned about the future because we will have to spend the rest of our lives there.

— CHARLES F. KETTERING

Posters

NFES 94007

13"x18½", paper, (500 per pack)

NFES 94008

13"x18½", cardboard, (250 per pack)

NFES 94009

7"x10", paper, (500 per pack)

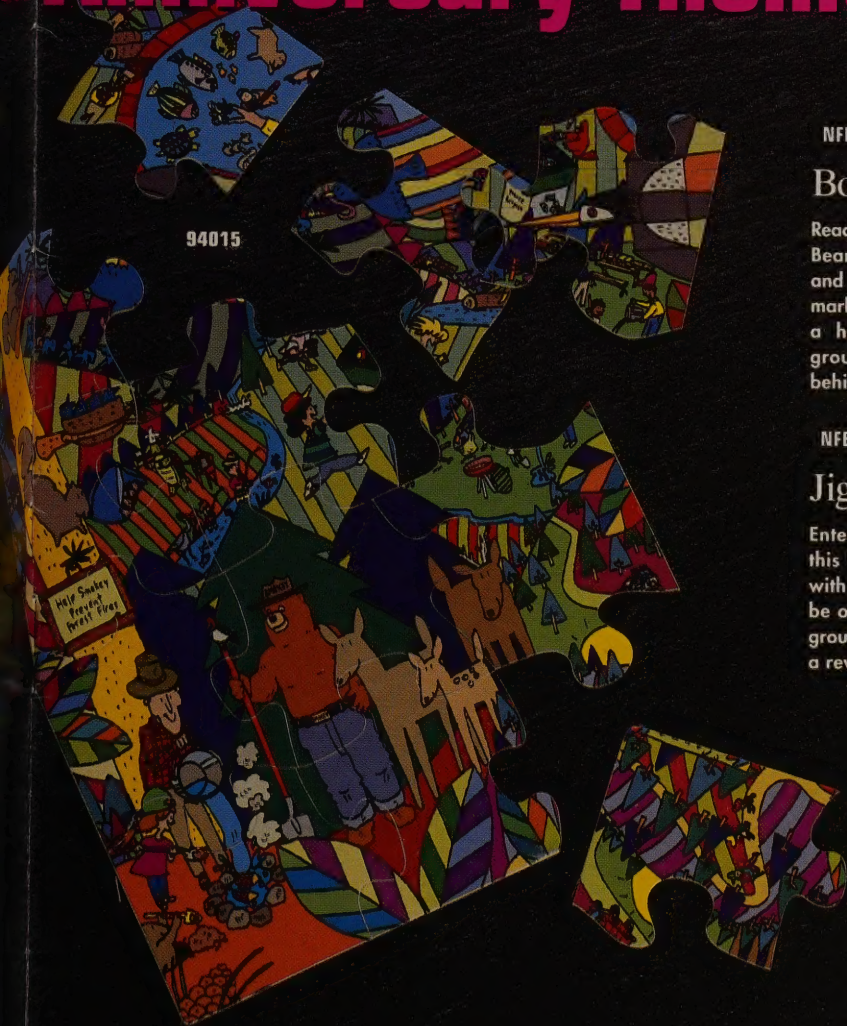
Save a special place on the wall for this colorful commemorative poster — ideal for classrooms and community youth groups as a bright reminder to Smokey Bear's partners in fire prevention.



94009



Anniversary Theme Materials



94015

NFES 94010

Bookmark

Readers can come back to Smokey Bear's prevention message again and again with this 2 1/4"x6" bookmark. The bookmark is perfect as a handout for visiting school groups and as a library leave-behind.

(500 per pack)

NFES 94015

Jigsaw Puzzle

Entertain and educate kids with this 8 1/2"x11 1/2" cardboard puzzle with child-safe pieces, which can be offered to schools and youth groups as a fun activity that yields a rewarding end product.

(50 per pack)

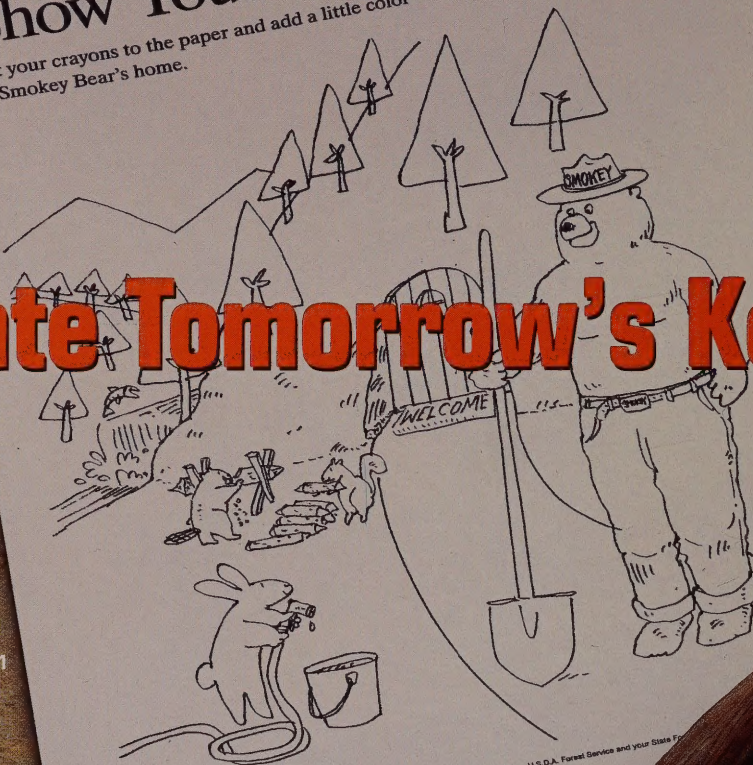


94010

Educate Tomorrow's Keepers

Show Your Colors

Put your crayons to the paper and add a little color to Smokey Bear's home.



94001

NFES #94001 U.S.D.A. Forest Service and your State Forestry Department

94031

NFES 94021

Pencil

Make a point to distribute these wooden No. 2 pencils at schools, libraries, and special events. Each pack contains pencils in metallics of gold, green, magenta, and blue. (144 per pack)

94021

of the Forest...

NFES 94031

Flexible Ruler

Measure success with this flexible 6 1/8" ruler — every inch/centimeter of fire prevention counts.

(500 per pack)

NFES 94019

Ink Pen

Write it right with black ink pens that feature the wildfire prevention message. Each pack contains pens in metallics of gold, green, magenta, and blue.

(500 per pack)

NFES 94029

Flock Sticker

Kids will be stuck on this 1 1/2" square flock sticker with Smokey Bear's 50th Anniversary logo.

(500 per roll)

NFES 94001

Activity Sheets

Help make learning fun with this set of 10 activity sheets, ranging in level of difficulty from dot-to-dots for kindergartners to crossword puzzles for elementary school-aged children. Encourage teachers to distribute as part of a classroom education. (50 sets per pack)

NFES 94012

Notepad

Encourage teachers and youth group leaders to send Smokey Bear's wildfire prevention message with their own message on this colorful 5 1/2" x 8 1/2" notepad made of recycled paper.

(50 per pack)

94012



NFES 94014

94014

Smokey Bear's Helper Hat

Smokey Bear's Helper Hat can be distributed to young children who have pledged to help prevent forest fires. Pre-cut and made of recycled brown kraft paper.

(50 per pack)

Bring Smokey Bear's Message

NFES 94032

Luggage I.D. Tag

This luggage I.D. tag is a great way for people to carry Smokey Bear's message wherever they go. Made of sturdy plastic, the 4 1/4" x 2 1/4" tag with a 6" strap has a clear, plastic window for identification information on one side.

(50 per pack)



94032

NFES 94033

Bandanna

This bandanna is perfect for Smokey Bear's "pardners" — encourage distribution at rodeos and other special prevention activities.

(50 per pack)



94033



94016

NFES 94004

Lunch Bag

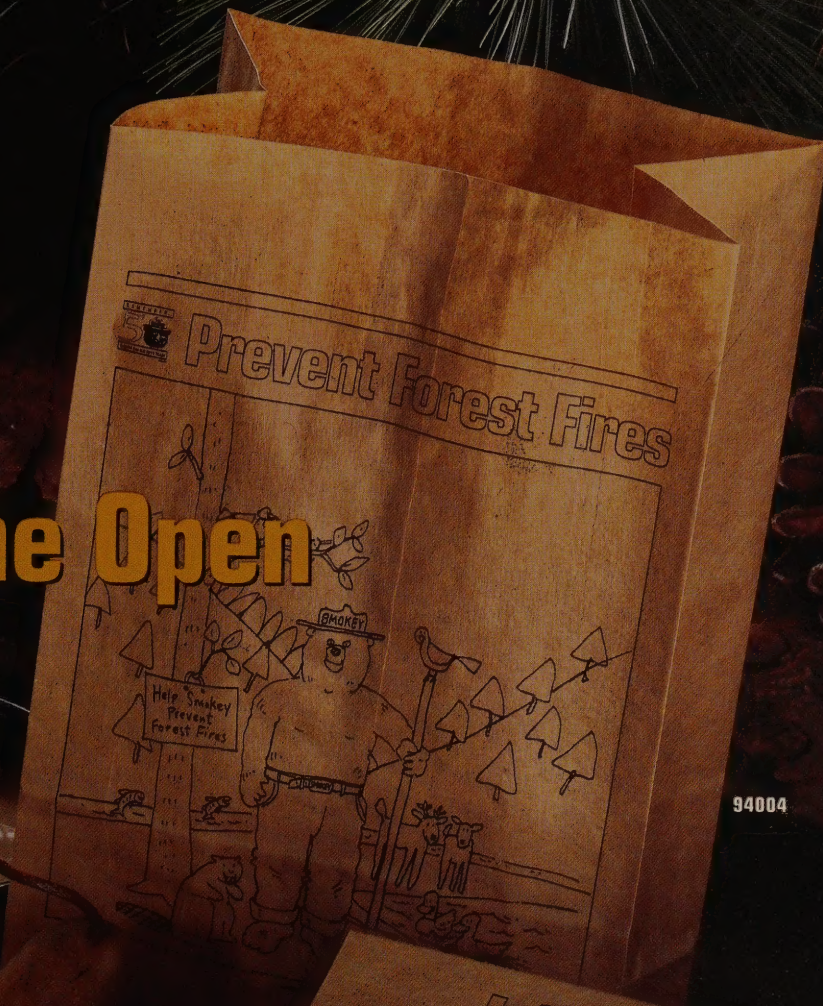
This recyclable lunch bag will send kids packing for a picnic in the park. Don't forget the crayons and markers to color this bag beautiful.
(100 per pack)

NFES 94016

Key Lanyard

Put the keys of tomorrow's forest and grasslands into the hands of today's youth with this 6" wrist key lanyard, which can be distributed after a heart-to-heart talk with children on the importance of preventing accidental wildfires.
(250 per pack)

Out into the Open



94004



REPRINTING OR RESALE PROHIBITED BY T&USC580



94026

NFES 94026

Rally Rag

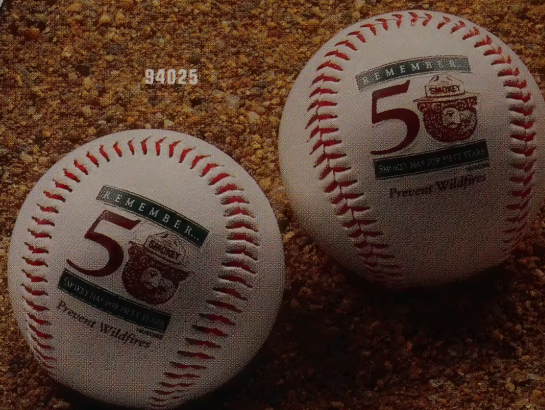
Rally the forces and show true team spirit by adding a local team's logo to this bright, 100% cotton, 14" square rally rag, which is ideal for distribution at athletic events.

(100 per pack)

94027

Join the 50th Anniversary

94025



NFES 94025

Baseball

Help make Smokey Bear's 50th Anniversary a grand slam — pitch the official-size souvenir baseballs to fans attending the next baseball game.

(12 per pack)

Team...



NFES 94027

Flying Disk

Let Smokey Bear's message soar with this 9" round flying disk. Available in green and white. (50 per pack)

NFES 94030

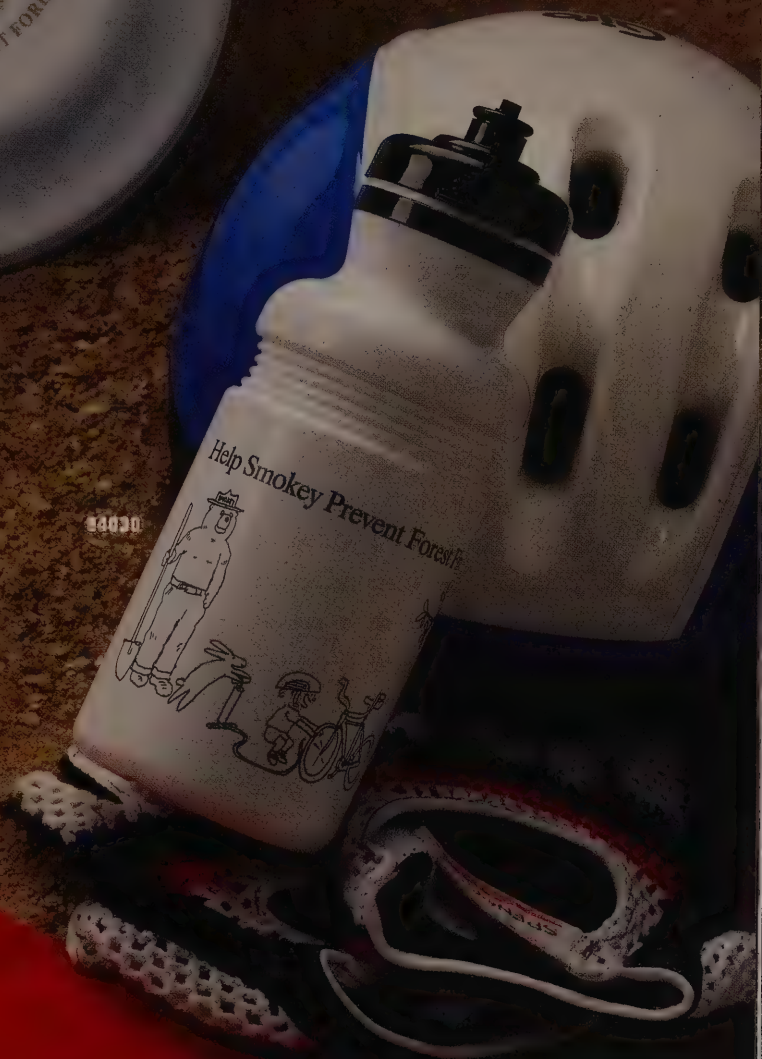
Bike Bottle

Active Smokey Bear partners can quench their thirst with this 19-oz. bike bottle. Features a snap-on cap with a pull-up tip for use while riding. (98 per pack)

NFES 94017

Shoelaces

These white 40" shoelaces will help Smokey Bear's helpers get a running start on preventing forest fires. (250 pairs per pack)



NFES 94020

Button

Smokey Bear's helpers can say it loud and wear it proud with this 3" round button — great to hand out at special prevention activities. (500 per pack)

NFES 94003

Iron-on Decal

Smokey Bear's 50th Anniversary "Prevent Forest Fires" message won't wear out soon with this set of eight colorful iron-on decals — three of the image shown and five of the 50th Anniversary logo. Perfect for T-shirts and sweatshirts. T-Shirt not included. (50 sheets per pack)

94003



Brighten the Day with Smokey's Message

94002



NFES 94006

Bumper Sticker

Drive the fire prevention message home — Smokey Bear's helpers can sport this 3 1/2" x 1 1/4" bumper sticker that tells passers-by "Only YOU Can Prevent Forest Fires." (100 per pack)

NFES 94002

Coaster

Offering these 3 1/2" square coasters to kids and adults is an effective, affordable way to bring home the wildfire prevention message. (100 per pack)

NFES 94018

Balloons

Brighten up your next event with gold, purple, green, blue, and red 50th Anniversary balloons, which also can serve as a take-home favor. Adults should inflate and supervise use with children under six years to prevent harm from suffocation. (250 per pack)

NFES 94022

Magnet

This 2" x 2 1/2" magnet is sure to attract attention to Smokey Bear's message and serve as a constant reminder throughout the day, from the kitchen to the office. (100 per pack)

NFES 94028

Super Clip

Snackers can help put a crunch on fires with this super clip — a must for indoor and outdoor gatherings such as barbecues and campouts. Available in yellow and red. (50 per pack)

NFES 94024

Appreciation Plaque

Salute the dedication and contributions of Smokey Bear's partners with this 6"x9" laser-engraved oak appreciation plaque at forums for honoring leadership in the fire prevention effort, such as a special luncheon or awards ceremony.

(one per pack)

Reward Excellence in Fire Prevention

94024



NFES 94023

Award Pin

Pin one on — Smokey's volunteers will be proud to be awarded this gold commemorative 7/8" square cloisonné pin, which could be distributed at the kickoff of your local program or after a successful event to recognize the efforts of your volunteers.

(25 per pack)

94023



Catalog Ordering Instructions

■ Who Can Order?

Individual orders will be accepted from the Forest Service, State Agencies, Department of the Interior, and fire departments. Catalogs are distributed to fire departments through state forestry offices only. **Please check with your agency or unit for any restrictions or procedures they may have in place.**

■ How Are Orders Received?

To order CFFP materials you must complete and submit the order form in this catalog. Photocopies are acceptable as long as there is an original authorized signature. **Orders will be accepted August 1 – 31, 1993 and October 1, 1993 – August 9, 1994.**

■ How Are Orders Shipped?

Orders will be shipped within 30 working days after they are received at the Northeast Interagency Fire Cache. You will be notified if items are temporarily out of stock and the Cache is unable to meet the 30-day turnaround. You will receive a packing list for your order. This will reflect the total cost of the order plus actual shipping cost. **Fire Departments must pre-pay for all orders before they will be shipped. Upon receipt of orders, the Cache will notify you of shipping costs and total price for check issue. Use an official check or money order. No personal checks will be accepted.**

■ How Are Orders Billed?

Periodic consolidated bills with ordering documents will be sent to the Forest Service Regions for re-billing to the Forest Service Units and States. Interior agencies will be billed periodically using the Opac System. Individual unit billing will be completed internally by agency. Alternatives to providing more customer service-oriented billing are currently being researched. Your Regional CFFP Coordinator will keep you informed about changes.

■ What To Do If There Is A Problem With Your Order?

If your order is incomplete, overdue, or contains defective material, please contact the Northeast Interagency Fire Cache at (218) 327-4578. If you are concerned with product quality or have suggestions about the type of items offered, contact your Forest Service Regional CFFP Coordinator.

■ How Do I Fill Out The Form?

BOX 1) Ship To:	Use your street address. This address <i>cannot</i> be a Post Office Box. (Contact person and phone numbers are critical)
BOX 2) Billing Address:	This is the address where we can send the bill.
Accounting Code:	Check with your agency for the correct coding for the account blank.
BOX 3) Agency Name:	<i>Federal Agencies</i> — Use agency abbreviation (i.e., FS, BLM, NPS) <i>States</i> — Use two-letter State identifier (OR, CA, NH) <i>Fire Departments</i> — Do not use this space
Region:	States and Forest Service use the FS Region number.
BOX 4) Mail To:	This is where you send your order form.
BOX 5) DG Order Form To:	Official form will soon be available on the DG. This is the address to send it to.
BOX 6) Unit Price:	This is the price per standard pack. This price must be obtained from the current pricing list.
Number of Packs Ordered:	This is the number of standard packs ordered.
Total Price:	This is the number of standard packs x the unit price.
BOX 7) Grand Total:	This is the total price of all the items ordered. It does not include final shipping costs. The final bill will be adjusted to include the exact cost of shipping.
BOX 8) Name and Title:	The name/title of the agency-authorized purchaser.
BOX 9) Authorized Signature:	The signature of the authorized purchaser.

Order Form: 50th Anniversary Materials

1994 CFFP MATERIALS

MIFC Use _____
Your Initials & Date _____

1 Ship to: (Contact person, address) Phone: _____ DG Address: _____			2 Bill to: (Contact person, address, phone number) Accounting Code: _____				
3 Agency Name: Region _____			4 Mail order form to: Smokey Bear Order Forest Service Northeast Interagency Fire Cache 402 11th Street, SE Grand Rapids, MN 55744				
5 DG order form to: SMOKEY: MIFC							
6	Line	NFES	Description	Standard Quantity	Unit Price*	Number of Packs Ordered	Total Price
	1	94001	Activity Sheets, set of 10	50 sets/pk.			
	2	94002	Coaster	100/pk.			
	3	94003	Iron-on Decals, 8/sheet	50 sheets/pk.			
	4	94004	Lunch Bag, paper	100/pk.			
	5	94005	Sticker, paper	500/roll			
	6	94006	Bumper Sticker	100/pk.			
	7	94007	Theme Poster, paper	500/pk.			
	8	94008	Theme Poster, cardboard	250/pk.			
	9	94009	Theme Poster, 7x10	500/pk.			
	10	94010	Theme Bookmark, paper	500/pk.			
	11	94011	Litter Bag, biodegradable	500/pk.			
	12	94012	Notepad, 5½ x 8½	50/pk.			
	13	94013	Citation	50/pk.			
	14	94014	Helper Cutout Hat	50/pk.			
	15	94015	Jigsaw Puzzle	50/pk.			
	16	94016	Key Lanyard	250/pk.			
	17	94017	Shoelaces	250 pr./pk.			
	18	94018	Balloons	250/pk.			
	19	94019	Ink Pen	500/pk.			
	20	94020	Button	500/pk.			
	21	94021	#2 Pencil	144/pk.			
	22	94022	Magnet	100/pk.			
	23	94023	Award Pin	25/pk.			
	24	94024	Appreciation Plaque	1/pk.			
	25	94025	Baseball	12/pk.			
	26	94026	Rally Rag	100/pk.			
	27	94027	Flying Disk	50/pk.			
	28	94028	Super Clip	50/pk.			
	29	94029	Flock Sticker	500/roll			
	30	94030	Bike Bottle	98/pk.			
	31	94031	Flexible Ruler	500/pk.			
	32	94032	Luggage I.D. Tag	50/pk.			
	33	94033	PRCA Bandanna	50/pk.			
ACTUAL SHIPPING COSTS WILL BE ADDED TO FINAL BILL				7 Grand Total:			
8 Name and Title Authorized Purchaser:				9 Authorized Signature:			

**Actual prices may change upon award of manufacturing contracts*

Pricing List

Prices below are estimates. Actual prices may change upon award of manufacturing contracts.

1994 CFFP MATERIALS

NFES #94001	Activity Sheets	8½" x 11", set of 10	50 sets/pack	\$5.00/pack
NFES #94002	Coaster	3½" square	100/pack	\$3.00/pack
NFES #94003	Iron-on Decal	8 decals per sheet	50/pack	\$16.00/pack
NFES #94004	Lunch Bag	5½" x 11"	100/pack	\$13.00/pack
NFES #94005	Roll Sticker	1¼" square	500/roll	\$15.00/roll
NFES #94006	Bumper Sticker	3½" x 11½"	100/pack	\$10.00/pack
NFES #94007	Theme Poster, paper	13" x 18½"	500/pack	\$40.00/pack
NFES #94008	Theme Poster, cardboard	13" x 18½"	250/pack	\$39.00/pack
NFES #94009	Theme Poster, paper	7" x 10"	500/pack	\$13.00/pack
NFES #94010	Theme Bookmark, paper	2¾" x 6"	500/pack	\$5.00/pack
NFES #94011	Biodegradable Litter Bag	14" x 15"	500/pack	\$50.00/pack
NFES #94012	Notepad	5½" x 8½"	50/pack	\$18.00/pack
NFES #94013	Citation	10" x 12"	50/pack	\$14.00/pack
NFES #94014	Helper Cutout Hat	die-cut	50/pack	\$50.00/pack
NFES #94015	Jigsaw Puzzle	8½" x 11½"	50/pack	\$95.00/pack
NFES #94016	Key Lanyard	6" long	250/pack	\$98.00/pack
NFES #94017	Shoelaces	40" long, white	250 pairs/pack	\$118.00/pack
NFES #94018	Balloons	9" inflated	250/pack	\$23.00/pack
NFES #94019	Ink Pen	4 colors	500/pack	\$75.00/pack
NFES #94020	Button	3" round	500/pack	\$35.00/pack
NFES #94021	#2 Pencil	4 colors	144/pack	\$18.00/pack
NFES #94022	Magnet	2" x 2¾"	100/pack	\$10.00/pack
NFES #94023	Award Pin	½" square	25/pack	\$32.00/pack
NFES #94024	Appreciation Plaque	6" x 9"	1/pack	\$9.00/pack
NFES #94025	Baseball	official size	12/pack	\$14.00/pack
NFES #94026	Rally Rag	14" square	100/pack	\$55.00/pack
NFES #94027	Flying Disk	9" round	50/pack	\$25.00/pack
NFES #94028	Super Clip	3½" x 6"	50/pack	\$20.00/pack
NFES #94029	Flock Sticker	1½" square	500/roll	\$55.00/roll
NFES #94030	Bike Bottle	19oz.	98/pack	\$87.00/pack
NFES #94031	Flexible Ruler	1½" x 6¾"	500/pack	\$40.00/pack
NFES #94032	Luggage I.D. Tag	4¼" x 2¼"	50/pack	\$13.00/pack
NFES #94033	PRCA Bandanna	22" x 22"	50/pack	\$38.00/pack

**REQUESTED
MATERIALS
ENCLOSED!**

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1994 CFFP CATALOG PRICES

EFFECTIVE 08/01/93

SUBJECT TO CHANGE

NFES No.	Description	Std Pack Quantity	Price Per Pack
94001	Activity Sheets, Set of 12	5 sets/pkg	2.00
94002	Coaster	100/pk	3.00
94003	Iron-on Decal, Set of 8	50 sets/pkg	25.00
94004	Lunch Bag, paper	100/pk	4.00
94005	Sticker, paper	500/roll	2.00
94006	Bumper Sticker	100/pk	8.00
94007	Theme Poster, Paper	500/pk	27.00
94008	Theme Poster, Cardboard	250/pk	31.00
94009	Theme Poster 7x10	500/pk	13.00
94010	Theme Bookmark, Paper	500/pk	4.00
94011	Litter Bag, Biodegradable	500/pk	27.00
94012	Notepad, 5x7	50/pk	11.00
94013	Citation	50/pk	5.00
94014	Helper Cutout Hat	50/pk	4.00
94015	Jigsaw Puzzle	50/pk	40.00
94016	Key Lanyard	250/pk	84.00
94017	Shoe Laces	250pr/pk	63.00
94018	Balloons	250/pk	8.00
94019	Pens	500/pk	59.00
94020	Buttons	500/pk	57.00
94021	Pencils	144/pk	11.00
94022	Magnets	100/pk	9.00
94023	Award Pin	25/pk	12.00
94024	Appreciation Plaque	1/pk	8.00
94025	Baseball	12/pk	14.00

94026	Rally Rag	100/pk	43.00
94027	Flying Disk	50/pk	20.00
94028	Super Clip	50/pk	28.00
94029	Flocked Sticker	500/rl	21.00
94030	Bike Bottle	98/pk	67.00
94031	Flexible Ruler	500/pk	27.00
94032	Luggage ID Tag	50/pk	12.00
94033	PRCA Bandana	50/pk	34.00

Smokey Bear Act

*** Act of May 23, 1952**

(P.L 82-359, Ch. 327, 66 Stat. 92; 18 U.S.C 711; 16 U.S.C. 580p-2)

Sec. 1.

Whoever, except as authorized under rules and regulations issued by the Secretary of Agriculture after consultation with the Association of State Foresters and the Advertising Council, knowingly and for profit manufactures, reproduces, or uses the character " Smokey Bear" , originated by the Forest Service, United States Department of Agriculture, in cooperation with the Association of State Foresters and the Advertising Council for use in public information concerning the prevention of forest fires, or any facsimile thereof, or the name " Smokey Bear" shall be fined not more than \$250 or imprisoned not more than six months or both. The Secretary of Agriculture may specially authorize the manufacture, reproduction, or use of the character " Smokey Bear" for a period not to exceed one hundred and eighty days, expiring no later than one year after the enactment hereof, by any person who, because of plans or commitments made prior to the enactment of this Act, would suffer substantial loss if denied such authorization. (18 U.S.C 711)

Sec. 2

The analysis of chapter 33 immediately preceding section 701 of Title 18 is amended by adding at the end thereof:

Sec. 711.

'Smokey Bear' character or name" .

Sec. 3

The Secretary of Agriculture shall deposit into a special account to be available for furthering the nationwide forest-fire prevention campaign all fees collected under regulations promulgated by him relating to " Smokey Bear". (16 U.S.C 580p-2)

Summary of the

1. The purpose of this

2. The results of the

3. The analysis of the

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